

Graphics and Artwork Requirements

Customer provided artwork is generally used to produce:

- Signs and sign inserts.
- Ready-To-Applied vinyl letters and logos.
- CNC router generated dimensional letters and logos.
- Full color digital graphics, prints and banners.
- Evacuation, safety and orientation maps.

Production Software Used

Illustrator CS5
Photoshop CS5
CorelDRAW 12

Illustrator and Photoshop files are preferred and more suitable for sign making, vinyl cutting and digital print applications. Art charges may apply if files require modification prior to output.

Fonts

To avoid accidental substitution of fonts used in customer provided artwork, **ALL FILES MUST BE CONVERTED TO OUTLINE** (Illustrator) **OR CURVES** (CorelDRAW).

Vector Images

Custom sign panel shapes and layouts, sign inserts, RTA (ready-to-apply) vinyl or CNC router generated letters and logos generally require a "Vector" file be created in either Illustrator (.ai) or CorelDRAW (.cdr).

Other file formats that may or may not be acceptable are .dxf, .dwg, .eps or .pdf. Check with Kroy Sign Systems' Art Department to verify file type compatibility.

If a digital file is not available, clean black and white artwork is required for accurate scanning and outline reproduction. Art fees will apply.

Bitmap Images

Full color digital graphics, prints, banners, inserts, evacuation, safety and orientation maps generally require a decent resolution "Bitmap" file created in Photoshop (.psd) and saved as either a .psd or .tif.

Kroy Sign Systems highly recommends that art files be cropped at 100% percent with a resolution of 75 - 150 dpi for large prints and no greater than 300 dpi for smaller prints. If possible, do not flatten layers in case adjustments must be made prior to output.

Other file formats that may or may not be acceptable are .jpg, .eps, .gif, .png or .pdf. Check with Kroy Sign Systems' Art Department to verify file type compatibility.

File Preparation

- All files must be converted to outline (Illustrator) or curves (CorelDRAW).
- Bitmap images need to be saved full size in no less than 75dpi.
- All specific Pantone colors must be clearly identified, if applicable.

Sending Files

File sizes LESS THAN 10MB may be sent via email to any of the following email addresses:

art@kroysignsystems.com
signs@kroysignsystems.com

Files sizes GREATER THAN 10MB may be uploaded to the Kroy Sign Systems ftp site at:

www.kroysignsystems.com/graphics_store/upload_2.html

If you are unable to upload the artwork to our ftp site, files must be submitted on CD, DVD or memory stick.

Graphic and Design Services

Call the Kroy Sign Systems Art Department in advance to discuss details regarding artwork services. Artwork, graphics and design services are available and estimates are based on an established hourly rate.

Fax requests to (480) 483-4629 or email the request to one of the email addresses listed above.

Color Verification

Colors may vary between computer systems, monitors and printing devices. It is recommended that an original printed copy be mailed to Kroy Sign Systems so that color output can be verified prior to production.

If a printed copy is not available, Kroy Sign Systems may, at its own discretion, send to you via USPS a representative printed sample for verification and authorization. Subsequent changes may be sent until Kroy Sign Systems is assured the finished product meets your expectations.

Send original printed copies to:

Kroy Sign Systems
Attn: Art Department
7575 E. Redfield Rd., Ste. 113
Scottsdale, AZ 85260